

FairFrontiers Codebook for Media Analysis



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Humanity and Nature
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Di Gregorio, M., Price, S.H., Saunders, C.E. and Brockhaus, M. 2012 Code book for the analysis of media frames in articles on REDD. CIFOR, Bogor, Indonesia.

https://www.cifor-icraf.org/publications/pdf_files/Books/BBrockhaus1202.pdf

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Research Objective

Narratives as present in print and social media link development and forest and land use in the Global South in distinct ways, highlighting (or dismissing) specific understanding of problems and solutions, and relevant actors. Media, specifically print media, provide a space where public and private interests interact and are shaped by media representations and selected interests. Unpacking what is said by whom about forests and development, what visions, strategies and concerns are put forward and shared by whom will give insights in the policy domain of forest lands and development, the interests and actors at play. This will allow us to discuss potential implications of dominant or less dominant framings for current and future decisions over land, and the question of who benefits and who carries the burden of such visions and decisions, as these narratives shape future development trajectories, with actors influencing policy process related to forest and land

Research question for media analysis:

How are "development" and forests/lands linked and framed in the media, by whom and for whom?

Examine ways media frames development and forests/lands through case studies

Criteria:

1. covered extensively by media;
2. Conflicting/polarizing interests of state, local people & civil society, INGO, domestic/international/transnational private sector

How is "development" described/defined by these actors:

- What is the main concern/priority in terms of "development"
- How is forest and land linked to this development?
- Which policies/development projects are they advocating for/against?
- Whose interests do these policies/projects serve?

Checklist

This checklist serves to ensure consistency and accuracy in the coding procedure. Go through the checklist in order. Repeat the quality control steps frequently to avoid input errors.

Note for the coding team: go over two to three articles as a group and discuss level 1,2,3 coding approach to calibrate and create consistency.

Article database

- ☐ Save each article as a single text file
- ☐ Label each article with an article ID
- ☐ Backup database

Level 1 coding

- ☐ Open codebook spreadsheet, insert article IDs
- ☐ Insert descriptive variables
- ☐ **Note for the coder: when inserting, watch out for spelling and inserting in wrong rows**

Level 2 coding

- ☐ Code articles for F1 frame summary, frame type, and topic
- ☐ **Note for the coder: when inserting, watch out for spelling and inserting in wrong rows**

Level 3 coding

- ☐ Open the coding software Discourse Network Analysis (DNA), manage “statement types” to create variables (see Discourse Network Analyzer Manual)
- ☐ Import articles into DNA (add article ID in title), insert document properties
- ☐ Identify actors in F1, code for each actor’s organisation, type, and argument

Note for the coder: when inserting, watch out for spelling and inserting in wrong rows – spelling errors for names and organisations are a big problem, consider to develop a drop list

>>QUALITY CONTROL – SELECT 10 RANDOM ARTICLES AND VERIFY ACCURACY (cross-check between DNA file and codebook spreadsheet)

- ☐ Code for outlook of future for each actor
- ☐ If article has F2, repeat steps from Level 2 coding
- ☐ Code for all actors with passing reference in the article
- ☐ Insert level 3 coding variables into codebook spreadsheet
- ☐ **QC: pick 10 random articles to cross-check with codebook spreadsheet**

Newspaper Selection

The focus of analysis will be on local media, specifically local newspaper outlets with the highest circulation numbers, as well as selected newspapers that cover a wider political spectrum.

Alternative:

The focus of analysis will be on local printed media, specifically those outlets that reported on the selected case (requires thorough and complete newspaper clipping and search string used).

Selection of articles

Identify and justify a timeframe for the media analysis. Provide a timeline of events related to the case study.

Selection of articles based on the following keywords:

- Case-specific keywords
- AND land OR forest
- AND development

Database for articles

Article_ID

Each article that is entered in the database must be given a unique identifying and date-oriented number.

This should be entered one line before the article.

The identity code is as follows: year/month/day/newspaper abbreviation/page number of article. If two or more articles appear on the page a letter can be added to indicate the order: a, b, c (e.g. 20090101JP1a).

This will be used as the 'Article_ID' variable in the Level 1 coding (see below).

Data file

All documents should be stored in order of their identity numbers in a single long text file or Microsoft Word file.

Data backup

Backup copies must be kept of all data files, and backed up often.

Coding Process

Coding quality control

Ensure quality control by creating a routine of checks, as listed in the checklist at the beginning of codebook. Check coding process with a group of coders to ensure consistency.

Codebook sections

- 1) Descriptive variables
- 2) Variables analysing primary and secondary frames
- 3) Identify actors
- 4) Identify argument, counter-argument
- 5) Actor's outlook of future

1) Descriptive Variables (Level 1 coding)

The first set of variables are descriptive, enabling us to identify the article. However, data about the page number, section in the newspaper and the type of article will give different indications of the importance of the article.

Coder_ID

Use this variable to identify who has coded each case. You can use the initials of the coders name followed by a sequential number, both of which uniquely identify the coder (e.g. if Coder 1 is Melanie Brown, her Coder_ID will be MB1).

Article_ID

This is the same article identity code that you assigned to the article when you constructed the database. The code should follow the format: year/month/day/newspaper abbreviation/page number of article/order on page (if two or more articles) (e.g. 20090101JP1a).

Paper

Newspaper name

Date

Add the date in which the article was published. Use the following format: DD-month abbreviation-YYYY (e.g. 31-Jan-2009)

Type

Choose a code for the type of article being analysed:

1. news
2. feature
3. letter
4. news summary
5. editorial

Author

Add the name of the author of the article if available (being sure to get the spelling correct)

Headline

Copy and paste the headline of the article into this string variable

Sub headline

If available, add the sub-headline into this string variable

Passing

Does it make only a passing reference to the case study/project?

Yes/No

2) Variables analysing primary and secondary frames (Level 2 coding)

The second set of variables analyses the primary and secondary frames for each article.

A media frame is “a broad organising theme for selecting, emphasising, and linking the elements of a story such as the scenes, the characters, their actions, and supporting documentation” (Bennet, 2002:42 cited in Boykoff 2008).

In practice, it is most straightforward to identify the most important (or primary) frame first. These will always be found in most prominent elements of the text: headline, subheading and first paragraph. However, we should be aware that the headline may not always match the opening paragraph straightforwardly, as different people are responsible for headlines (editors) and the article (journalists). In this case we will need to make a careful decision about which element is most powerful in framing the article. The primary frame is also likely to quote sources in support of the frame: these are more likely to be named, and more likely to be prestigious, than in subsidiary frames. For the sake of 'balance' the frame is likely to include a rebuttal, or alternative view from that initially proposed. However, adversaries are often given less prominence, space, and direct voice than 'primary definers' (the term given to the chief advocate of the primary frame).

Having eliminated the elements of the text that support the primary frame, we can then group the remaining text according to themes and assess their position in the text, and the nature and extent of quoted sources, to identify a secondary frame. Shorter articles are less likely to consist of more than one frame.

In the database, variables prefixed with F1 refer to analysis of the primary frame and variables prefixed with F2 refer to analysis of the secondary frame.

Note that when a secondary frame has not been identified (**F2_PRESENCE=No**), the rest of the variables in this section are coded as '999' for 'Not applicable' when they refer to the secondary frame. **F2/TYPE=999**

F1/F2 FRAME_SUM

Summary of the frame in one sentence. The summary of the frame should not be confused with what the main actor in the article is saying—the frame would be the issue or event that the article is covering.

F1/F2TYPE

(Note: not to be confused with type of article)

What aspect of the issue does the frame refer to? You may only select **one** code from the following list:

| | |
|-----------------------|---|
| 1. Diagnostic | Identify problem or issues, who or what is to blame for the problem Example: “DAP Sabah party criticises State government and Malaysian Palm Oil Board for failing to develop downstream industries and not protecting smallholders from falling prices” |
| 2. Prognostic | Involves articulation of proposed solution to the problem, or a plan and strategies for carrying out the plan Example: "The UN Environment and RSPO have signed a small-scale funding agreement (SSFA) that aims to support oil palm smallholder farmers toward improved livelihood and sustainable production." “Tackling Sabah's poverty via agri-tech” |
| 3. Symptomatic | Identify why an issue is a problem, by discussing the consequences of a problem Example: |

| | |
|------------------------|--|
| | “The conversion of inland forests into oil palm and rubber plantations has dealt a massive blow to our environment. There's evidence to show that deforestation could increase the number of flood days per month in large catchment areas during heavy rainfall periods.” |
| 4. Motivational | Puts forward moral and motivational reasons why one should be concerned about the problem and take action (or ignore it) Example: “Saving our forests for the future” |
| 5. Other | It approaches the issue differently from the above choices. This should be used only if none of the above applies. Most frames should fit options 1–4. |

999. (For F2 variables only) **Not applicable.** There is no F2.

! NOTE: Excess coding as ‘other’ should be avoided

F1/F2TOPIC

The numbers represent the possible coding options of the single topics which should be entered in the database. Select only **one** of these for the topic of the primary and secondary frame respectively.

| | |
|------------------------------------|--|
| 1. Ecological/Environmental | The frame refers mostly to ecological or ‘green’ issues, such as forest ecosystem functions, plants, biodiversity, reforestation, conservation and forest protection, or CO2 emissions/stocks/sequestration in relation to deforestation and forest degradation. This can include technical issues of forest management practices, such as timber certification. |
| 2. Economic/Market | The frame refers mostly to economic issues , such as industry, commerce, markets – including carbon markets, business groups, business lobbyists, specific products or spokespeople of business interests. This includes the economic impacts on society, larger economic development visions, growth, and green economy. |
| 3. Politics | The frame refers mostly to individuals, processes or claims of governments and other political actors (parties), whether international, national, opposition, the civil service, bureaucracies, civil society actors, quasi nongovernmental organisations or local authorities. This includes the influencing of policy design, implementation, performance and evaluation. |
| 4. Rights | The frame refers mainly to civil law claims and rights (including right to benefits), campaigns and protests –demonstrations, direct action, public opinion polls and consumer reports. This includes issues related to inclusion, participation, and the rule of law. This can also include expressively politically-oriented protest actions and responses of citizens and civil society organization, including claims for benefits and compensations, as well as civil law claims and class actions related to issues relevant to the case study. |
| 5. Science & Technology | The frame refers mostly to discoveries, innovative studies and release of scientific reports on applied science and new technologies. This category includes discussion of any scientific findings, scientific controversy, change in science or science reports. |
| 6. Societal/Cultural | The frame refers mostly to lifestyles, popular culture, practices of individuals and community living, consumption patterns, as well as ideas and symbols of national identity, minority cultural groups. |
| 7. Other | This applies to any other frames not captured above. Use this category sparingly, only if none of the others apply. |

999. (For F2 variables only) **Not applicable.** There is no F2.
! NOTE: Excess coding as 'other' should be avoided.

3) Identify actors, argument, and outlook of future (Level 3 coding)

Level 3 coding will be undertaken for the primary frame and if present, for the secondary frame as well. First complete the primary frame, then move on to the secondary frame.

NOTE: Most short articles only have one primary frame.

This section is to identify actors and key arguments/discourses covered in the article in regards to development and forests/lands. The coder needs to identify the central argument featured in the frame of the article, although the argument does not necessarily need to include direct reference to the case study. There may be more than one actor in a frame.

This approach will help us to trace policy debates in media and identify actors and actor coalitions, as well as polarising issues. For the case of this study, our interest is in policy debates related to proposal or implementation of particular development activities related to forests/lands (case studies).

For level 3 coding, we used the software Discourse Network Analysis (DNA), which allows coding of the statements expressed by actors to create actor networks that are connected based on arguments they both agree or disagree (Leifeld, 2015). When opening a new database on DNA, set up the following variables (refer to the [Discourse Network Analyzer Manual](#) for details on setting up variables).

F1/F2ACT

This is a string variable. Type in the name of the individual, if appropriate. Be careful to spell the name correctly.

F1/F2ACT_ORG

Organisational affiliation of the individual.

F1/F2ACT_TYPE

Type of organisation or group that the actor represents/belongs to.

| | |
|--|--|
| 1. National level state and bureaucratic actors | Individuals from, or views attributed to, organisations involved with government and state administration mainly at the national level and the civil service. |
| 2. Subnational or local level state and bureaucratic actors | Individuals from, or views attributed to, organisations involved with government and state administration at subnational or local level, or local authorities. |
| 3. Traditional leaders | Individuals who hold authority or leadership roles as determined by customary institutions or structures, or customary systems or procedures of governance, which are recognised, used or practised by traditional communities |
| 4. Local communities | Individuals from, or views attributed to, local communities, villages, or towns. (Note: if an actor speaks for groups related to youth, gender, minorities, etc. please refer to Domestic NGO) |
| 5. Political parties | Individuals or spokespeople from a political party. |
| 6. Legal | Spokespeople from, or views attributed to, legal organisations (e.g. police, prosecutors). |
| 7. Media | Spokespeople, or statements from a media company, including television networks, newspaper, and online news platforms. |
| 8. Farmers' federation or farmers' group | Spokespeople from, or views attributed to, farmers' groups or federations |
| 9. Indigenous organisations | Spokespeople from, or views attributed to, indigenous organisations (based on ethnic minority identity). |

| | |
|---|---|
| 10. Domestic NGO | Spokespeople from, or views attributed to, NGOs without a primary environmental commitment (gender, poverty, development etc.) |
| 11. Domestic NGO coalition | Spokespeople from, or views attributed to a NGO coalition without a primary environmental commitment (gender, poverty, development etc.) |
| 12. Domestic environmental NGO | Spokespeople from, or views attributed to, environmental NGOs |
| 13. Environmental NGO coalition | Spokespeople from, or views attributed to, environmental NGO coalition |
| 14. International NGO | Spokespeople from, or views attributed to, international NGOs without a primary environmental commitment (e.g. Christian Aid, Oxfam) |
| 15. International environmental NGO | Spokespeople from, or views attributed to, international environmental NGOs (e.g. Friends of the Earth, World Wide Fund for Nature) |
| 16. National private business | Spokespeople from, or views attributed to, single domestic companies or industry representatives |
| 17. Government-linked company | Spokespeople from, or views attributed to, government-linked companies |
| 18. Multinational corporation | Spokespeople from, or views attributed to, multinational or transnational companies or industry representatives |
| 19. Business association | Spokespeople from, or views attributed to, associations representing companies of a specific industrial sector (e.g. Association of Pulp and Paper Industries) |
| 20. National/international universities | Researchers from, or views attributed to, a university |
| 21. State Research Centres | Researchers from, or views attributed to state research centres |
| 22. International Research Centres | Researchers from, or views attributed to an international research institution (CIFOR) |
| 23. Think Tank | Researchers from, or views attributed to a think tank |
| 24. Intergovernmental organisations and bodies | Spokespeople or statements from an organisation primarily comprised of or controlled by sovereign states (referred to as member states) (UNFCCC, CBD, WB, ASEAN, COMIFAC) |
| 25. Development cooperations and foreign governments | Spokespeople from, or views attributed to, development cooperations (DFID, JICA, USAID); Spokespeople or statements from a foreign country (China, Singapore, Germany, Japan) |
| 26. Individual | An individual advocate with no identifiable organisational or sector affiliation |
| 27. Other | Other groups or organisations that are not listed above |
| 28. No actor | No identifiable actor. This is likely to be the case for editorials and summary articles |

999. (For F2 variables only) **Not applicable.** There is no F2.

F1/F2ARG

This is a string variable. Give some contextual information to define the demands, or preferred policy options expressed by the actor. Present it as an argument which an audience can agree or disagree with. If a clear argument is present in the written text, you can cut and paste the statement. This may also be a counter argument in response to another actor.

Actor's outlook of future

F1/F2ACT_FUT

Create another statement type and label as 'ACT_FUT'.

Select part of the text where the actors' offer their assessment of the future in relation to the investigated case study.

| | |
|-----------------------|---|
| 1. Optimistic | case/development project likely to have mainly positive outcomes, and are thus desirable. Reflects the position of supporters of the project and related policies |
| 2. Pessimistic | case/development project likely to have mainly negative outcomes, and are thus undesirable. Reflects the position of sceptics of the case/development project and related policies. |
| 3. Neutral | case/development project likely to result in a mix of positive and negative outcomes. |
| 4. No Outlook | No view is expressed about the prospects for future outcomes of the case/development project |

999. (For F2 variables only) **Not applicable.** There is no F2.

F2_presence

After finishing F1, move on to the secondary frame (F2). A secondary frame will not be identifiable in all cases.

Was a secondary frame identifiable?

Simply code: 1. Yes 2. No

4) Actors with passing reference in article

REF_ACT

Actors mentioned in the article, but without a voice or stance will be listed under this variable. There may be more than one actor that was briefly referred to in an article.

REF_TYPE

Type of organisation or group that the actor represents/belongs to.

| | |
|--|--|
| 1. National level state and bureaucratic actors | Individuals from, or views attributed to, organisations involved with government and state administration mainly at the national level and the civil service. |
| 2. Subnational or local level state and bureaucratic actors | Individuals from, or views attributed to, organisations involved with government and state administration at subnational or local level, or local authorities. |
| 3. Traditional leaders | Individuals who hold authority or leadership roles as determined by customary institutions or structures, or customary systems or procedures of governance, which are recognised, used or practised by traditional communities |
| 4. Local communities | Individuals from, or views attributed to, local communities, villages, or towns. (Note: if an actor speaks for groups related to youth, gender, minorities, etc. please refer to Domestic NGO) |
| 5. Political parties | Individuals or spokespeople from a political party. |
| 6. Legal | Spokespeople from, or views attributed to, legal organisations (e.g. police, prosecutors). |
| 7. Media | Spokespeople, or statements from a media company, including television networks, newspaper, and online news platforms. |
| 8. Farmers' federation or farmers' group | Spokespeople from, or views attributed to, farmers' groups or federations |
| 9. Indigenous organisations | Spokespeople from, or views attributed to, indigenous organisations (based on ethnic minority identity). |
| 10. Domestic NGO | Spokespeople from, or views attributed to, NGOs without a primary environmental commitment (gender, poverty, development etc.) |
| 11. Domestic NGO coalition | Spokespeople from, or views attributed to a NGO coalition without a primary environmental commitment (gender, poverty, development etc.) |
| 12. Domestic environmental NGO | Spokespeople from, or views attributed to, environmental NGOs |
| 13. Environmental NGO coalition | Spokespeople from, or views attributed to, environmental NGO coalition |
| 14. International NGO | Spokespeople from, or views attributed to, international NGOs without a primary environmental commitment (e.g. Christian Aid, Oxfam) |
| 15. International environmental NGO | Spokespeople from, or views attributed to, international environmental NGOs (e.g. Friends of the Earth, World Wide Fund for Nature) |
| 16. National private business | Spokespeople from, or views attributed to, single domestic companies or industry representatives |

| | |
|---|---|
| 17. Government-linked company | Spokespeople from, or views attributed to, government-linked companies. |
| 18. Multinational corporation | Spokespeople from, or views attributed to, multinational or transnational companies or industry representatives |
| 19. Business association | Spokespeople from, or views attributed to, associations representing companies of a specific industrial sector (e.g. Association of Pulp and Paper Industries) |
| 20. National/international universities | Researchers from, or views attributed to, a university |
| 21. State Research Centres | Researchers from, or views attributed to state research centres. (e.g. FOREDA) |
| 22. International Research Centres | Researchers from, or views attributed to an international research institution (CIFOR) |
| 23. Think Tank | Researchers from, or views attributed to a think tank |
| 24. Intergovernmental organisations and bodies | Spokespeople or statements from an organisation primarily comprised of or controlled by sovereign states (referred to as member states) (e.g. UNFCCC, CBD, WB, ASEAN, COMIFAC) |
| 25. Development cooperations and foreign governments | Spokespeople from, or views attributed to, development cooperations (e.g. DFID, JICA, USAID); Spokespeople or statements from a foreign country (e.g. China, Singapore, Germany, Japan) |
| 26. Individual | An individual advocate with no identifiable organisational or sector affiliation |

Identifying concepts from arguments

After completing the coding process, review the arguments to identify common concepts that actors expressed in the articles.

This is an inductive process that requires not only the careful reading of the arguments, but also an understanding of the context in which these arguments were expressed, as actors may use the same phrases but are in fact referring to different ideas.

Concepts may be similar but should not overlap, meaning an argument should only be under one concept. This may require the concepts to be reviewed several times.

The following concepts were identified after a review of the case study in Sabah:

1. NCA will lead to Sabah's **economic development and local benefits**
2. NCA will lead to **environmental protection** and conservation of Sabah's forests
3. NCA will lead to **modernization** and technological development for forest and carbon management
4. NCA will allow conservation of forests to become profitable - **win-win**
5. NCA takes land/resources away from local people to serve (foreign) interests and elites and threatens sovereignty- **Elite (colonial) deal**
6. **Subnational resource control** - should stay in Sabah to enable autonomy (sub-national vs. national)
7. The deal follows process and is legitimate - **Process is legal**
8. Indigenous rights are fully respected in the process - **Indigenous rights respected**
9. Involved actors and details in the deal need to be scrutinised - **Deal brokers corrupt**
10. Process for developing NCA has been transparent - **transparency given**
11. Critique of NCA is not properly informed, has hidden agendas, and is unjustified – **Critical voice can be dismissed**

Although concepts should be derived from arguments identified in each case study, some of the concepts above, or concepts similar to the ones above, may be identified in other case studies as well.

Reference

Boykoff, MT. (2008) The cultural politics of climate change discourse in UK tabloids. *Political Geography*, 27, p. 549–569. <https://doi.org/10.1016/j.polgeo.2008.05.002>

Leifeld, P. (2015) *Discourse Network Analyzer Analyzer (DNA)*. A Java-Based Software for Qualitative Data Analysis with Network Export. <http://www.github.com/leifeld/dna>. Accessed 29 Aug 2022